

**Amendments to the Claims:**

This listing of claims will replace all prior versions and listings of claims in the application.

**Listing of Claims:**

1-29. (Canceled)

30. (Currently Amended) A method for providing transmission of a selected media program to a plurality of wireless handsets deployed in a wireless network having at least one cell site coverage area associated therewith, the method comprising:

receiving a request to receive a selected media program from a first wireless handset in the cell site coverage area;

determining whether the requested media program is presently being broadcasted on a wireless channel in the wireless network;

based upon said determination, establishing a first wireless channel upon which to broadcast the selected media program in the cell site coverage area;

receiving a request to receive the same selected media program from a second wireless handset;

in response to the request, determining whether the second wireless handset is in the cell site coverage area; and

based upon the determination, establishing a second wireless channel upon which to broadcast providing the selected media program to the second wireless handset, wherein the second wireless channel is different than the first wireless channel.

31. (Previously Presented) The method as recited in claim 30, wherein the selected media program comprises a selection from a group consisting of: a cable program, a television program, a satellite program, and a radio program.

32. (Previously Presented) The method as recited in claim 30, wherein the selected media program comprises a pre-recorded media program.

33. (Previously Presented) The method as recited in claim 30, wherein the selected media program comprises a real-time transmission.

34. (Previously Presented) The method as recited in claim 30, wherein the selected media program comprises a selection from a group consisting of: audio program, video program, and data transmission.

35-38. (Canceled)

39. (Currently Amended) The method as recited in claim 30 **38**, further comprising multiplexing the media program onto the first and second wireless channels.

40. (Currently Amended) A system for providing transmission of a selected media program to a plurality of wireless handsets deployed in a wireless network having at least one cell site coverage area associated therewith, the system comprising:

a source provider configured to receive a transmission of a media program from at least one media program provider, the source provider being further operative to simultaneously broadcast the selected media program to each of at least two wireless handsets via a single wireless channel; and

a wireless network configured to broadcast the selected media program from the source provider to the at least two wireless handsets;

wherein the source provider is further configured to:

in response to a request for a requested media program, ~~determine whether the requested media program is presently being broadcast on a wireless channel and, based upon said determination, establish a wireless channel upon which to broadcast the selected media program~~ establish a first wireless channel upon which to broadcast the requested media program in the cell site coverage area;

receive a request to receive the same requested media program from a second wireless handset;

in response to the request, determine whether the second wireless handset is in the cell site coverage area; and

based upon the determination, establish a second wireless channel upon which to broadcast the requested media program to the second wireless handset, wherein the second wireless channel is different than the first wireless channel.

41. (Canceled)

42. (Currently Amended) The system as recited in claim 40 **41**, wherein the source provider is further operative to multiplex the requested media program into separate wireless channels.

43. (Canceled)

44. (Previously Presented) The system as recited in claim 40, wherein the source provider is the wireless network.

45. (Previously Presented) The system as recited in claim 40, wherein the requested media program comprises a pre-recorded media program.

46. (Previously Presented) The system as recited in claim 40, wherein the requested media program comprises a real-time transmission.

47. (Previously Presented) The system as recited in claim 40, wherein the requested media program comprises a selection from a group consisting of: a cable program, a television program, a satellite program, and a radio program.

48. (Previously Presented) The system as recited in claim 40, wherein the requested media program comprises a selection from a group consisting of: audio program, video program, and data transmission.

49. (Previously Presented) The system as recited in claim 40, wherein a wireless network communication scheme comprises a selection from a group consisting of: TDMA, FDMA, and CDMA.